

## Newsletter 4

### SMART goals



Welcome to the 4<sup>th</sup> newsletter of Clean Desk Professional Organizing!

#### FOREWORD -- CLEANDESK.CO.UK!

Last year, when I knew we were going to move to Scotland, I tried to buy [www.cleandesk.co.uk](http://www.cleandesk.co.uk). Unfortunately someone else owned that website. I bought [www.cleandeskprofessionalorganizing.co.uk](http://www.cleandeskprofessionalorganizing.co.uk), although I knew the name was way too long. I restarted Clean Desk Professional Organizing at the beginning this year, starting off with [www.cleandesk.nl](http://www.cleandesk.nl). But I still wanted to change to an English url. To my surprise in March I was able to buy [www.cleandesk.co.uk](http://www.cleandesk.co.uk)!

*"It's not that I'm so smart,  
it's just that I stay with  
problems longer."*

*(Albert Einstein)*

So, from now on, you can visit my website at [www.cleandesk.co.uk](http://www.cleandesk.co.uk). I am very happy with that. Email can be sent to [wendy@cleandesk.co.uk](mailto:wendy@cleandesk.co.uk).

#### TIP -- SMART GOALS

When setting goals you want to achieve them. Good goals meet some specifics, easy to remember as SMART.

**Specific:** Make sure your goal is formulated as specific as possible: I want to have 5 clients before the summer holiday, instead of, I would like to have some more customers this year.

**Measurable:** I included a number already: 5. If you say some, that is not really measurable, 5 is. You might get more clients, maybe less, but your goal is achieved if you have at least 5.

**Acceptable:** for me acceptable is that your goal is acceptable for yourself and the people around you. If you want to make a trip to Mexico, Singapore and Siberia (to make it specific), make sure the people around you can accept that as well (maybe they can join you..., this expands the goal).

**Realistic:** your goal also has to be realistic. If not, don't start! If you want to collect 10 real paintings of Rembrandt and you have an ordinary job (no offence), you might need to reconsider your goal. Where does the money come from?

**Time bound:** I specified a goal about wanting to have 5 customer before the summer holiday. There is a deadline. So you have something that will help you get really started and not postpone it to .....

I met someone in one of the time management trainings I gave and he added an i at end of SMART, so it becomes SMARTi. He told me that the i is from inspirational. If your goal inspires you, you are more determined to achieve it. You might take more risks (although I don't recommend stealing a Rembrandt), and investigate possibilities you otherwise would leave aside.

Tell me about your SMARTi goals. How did you formulate them and did you achieve them? What else helped? SMARTi is not the only thing to help you achieving your goals, but it is a good start.

## BOEK -- DREAM DARE DO – MANAGING THE MOST DIFFICULT PERSON ON EARTH: YOU

Dream Dare Do is the English translation of Ben Tiggelaar's Dutch book "Dromen Durven Doen", one of my personal favourites.

Everybody has dreams related to work, relationships, health, personal development... But what is needed to change the phase of dreaming, into daring and – finally – into doing? What is the secret of real, permanent change?

- Why do we find it so hard to change?
- What determines 95% of your behaviour (without you noticing it)?
- How do you develop new, effective habits successfully?

Ben Tiggelaar gives clear answers. Based on current psychological insights, practical experience and personal stories of people who have learned – with ups and downs – to manage themselves.

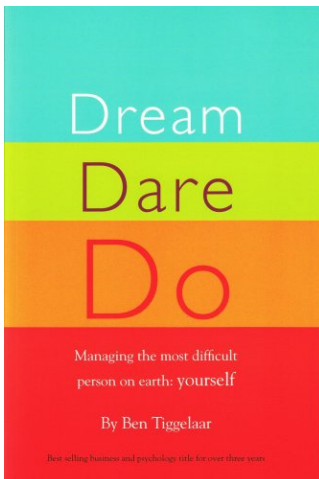
*"Ben Tiggelaar is an inspiring trainer and writer in the field of human behavior and change. You will find his books and ideas extremely practical, very realistic and fun to read!"* Marshall Goldsmith, author of What Got You Here, Won't Get You There and Secrets of a Leadership Coach

What readers are saying:

*"Ben Tiggelaar is truly able to inspire people. He combines theory and practice in a highly professional way."*

*"If you really want to change you will just have to do it. That's what we say. What we think. And we usually do not do it. With this clear book you will have a large chance of succeeding. A breath of fresh air..."*

*"After reading this book there is only one thing left: roll up your sleeves and follow your dreams."*



You can buy  
'Dream Dare Do'  
at [Amazon](#).

## HOME SPECIAL -- WHAT CAN PROFESSIONAL ORGANISING DO FOR YOU?

If you want to know what professional organizing can do for you, make an appointment for a consultation. Just for yourself (one hour for free) or organise a 2-hour session about professional organising at your house and invite others. The price for a 2-hour session with a max of 6 people is £ 30. Time and place is up to you. I am available in the morning (Mondays – Thursdays) or evening (Mondays and Thursdays). As organiser of the session you will get a gift coupon for 25% off for 2 hours of professional organising for yourself or to give away.

Interested? Contact me at [wendy@cleandesk.co.uk](mailto:wendy@cleandesk.co.uk) or 075-411 9104. If you have any other possibilities at which I can tell you (and others) more about professional organising, please let me know.

*My goal as a professional organiser is to help people create more space, time so they can be more at ease.  
I do this by supporting them to structure their (digital) documents, things and time.  
Do you want to receive this newsletter every month? Send an email at [wendy@cleandesk.nl](mailto:wendy@cleandesk.nl).  
Do you like sending this news letter to others? I appreciate that!*

*Kind regards, Wendy*

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